

THE CANADIAN

COIN BOX

& VENDING

AL SIEGEL—

*"A Crowning
Achievement"*

**The
NEW
WURLITZER
"1400"**

FEB. '51

In This Issue

●
"Millions from a Twist"

●
"The New Wurlitzer
1400"

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

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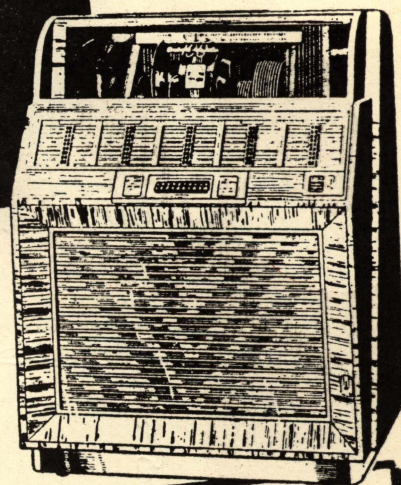
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REG. GILCHRIST, Sales Manager

CANADA NEEDS SIMILAR STRIP SERVICE

NEW YORK, Nov. 25.—A comprehensive merchandising and programming service for independent phonograph operators and associations was launched here this week by Yermie Stern, producer of colored title strips.

Seeking operator subscribers on a monthly fee basis, the enterprise—Hit Parade Program Service, Inc.—pegs its package offering to a plan tested by the Music Guild of New Jersey during the past three years.

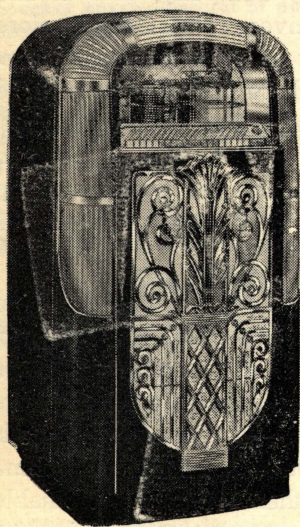
Stern claimed adherents to his plan can save as much as 50 per cent of their normal record-buying costs, milk pop tunes of their full potential, and keep informed of developments in the industry. He said the New Jersey association is the company's first subscriber.

Key to the program is a service Stern buys from Dick Steinberg's Music Guild of America (MGA), a research firm. This includes a national

survey of tunes said to be most popular on juke boxes, with disks rated according to their current earning capacity. With the weekly survey, operators will receive a bulletin of trade items compiled by Steinberg. Also to be offered will be occasional public relations pieces aimed at bettering location and patron attitudes.

Stern, owner of the Hit Parade name, said the names of top-rated tunes will be imprinted on his multi-colored Hit Parade title strips for free distribution to subscribers. Strips for reverse disk sides will also be distributed, as will "utility" strips, for use in listing local favorites that do not rate high in the surveys.

Fees set for the service are staggered from a minimum of \$5.50 for 20 machines to \$19.50 monthly for 300 units. A unit refers to either a phonograph or a wall box, Stern said. Special rates will apply to associations buying the service for all its members.



The PHONOGRAPH
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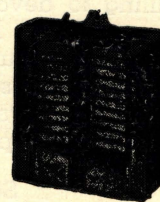
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at any Price

Brand New . . .

Rock-ola Model 1424 Hideaway \$650.00

Rock-ola Model 1530 Wall Boxes \$55.00

30 Wire Cable - - - - - 20c Ft



MODEL 1530 WALL BOX

Used Machines . . .

Rock-Ola Model 1422 - - - - - \$495.00 each

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Mortimer Sales Co.

1269 AMHERST STREET

PHONE AMherst 1400

MONTREAL, Quebec

COIN BOX

FEBRUARY 1951

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BY EDDIE SARGENT

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RATES ON REQUEST

Editorial

NEW OP SAYS VENDERS HAVE BIG \$ POTENTIAL

DENVER, Dec. 16. — While the general attitude of vending machine operators the country over is that postage stamp vending machines, scales, etc., are "too much trouble" to operate in comparison with net returns, N. J. Baughman, operator here, feels that they are making a serious mistake.

Baughman, who recently bought an interest in Ideal Scale Company of Los Angeles, which incorporates over 210 locations in the Colorado capital and surrounding territory, is a comparative newcomer to coin machine vending who has "succeeded the hard way."

"There is plenty of profit possible with every type of vending device, providing the operator will pick the correct locations, exercise a certain amount of selling skill, and is willing to devote long, arduous hours to service and route expansion," he grinned. "I don't want to sound like Horatio Alger, but the old theory of working hard, and capitalizing on small opportunities as they come along, is the only practical means of insuring a worthwhile net from any type of vending equipment."

Started in 1945

Baughman got his start 5 years ago, when he set up a small route of 30 postage stamp machines in Denver hotels. His capital was only \$1,000 at the time and provided the down-payments on the first new machines with which he began expanding the route. Unlike many vendors, who leave it up to drugstore proprietors, hotel keepers, tourist camp managers, etc., to telephone in and request that a stamp machine be set up on their locations, Baughman from the first day on got out and "solicited" good locations strenuously. He found far more good locations available than he had ever considered possible — primarily in drugstores which, in the past, have considered it good "customer relations" to carry a supply of stamps in their cash register drawers.

"We found that by presenting the idea to the druggist that it actually cost the store money to sell stamps in this way, we were able to win over a lot of new locations," Baughman said. "A lot of drugstore owners had never

looked at it in this way. When we point out that it requires a certain amount of time per day, from high-paid sales people, merely to hand over stamps to a customer, and that the usual \$20 worth of stamps kept in the cash register drawer invariably wind up with mix-ups in the petty cash, and uncredited odd change in the register, we always strike a responsive chord. Pointing out to the drugstore owner that while his return from a postage stamp vender is admittedly very low it will actually save him dollars per week in time, effort and misplaced cash, will clinch the issue in 95 per cent of cases."

Typical Example

A typical example of how the Colorado operator "sold himself" on this basis to a drugstore operator, came in connection with Cooper Drug Company, at 17th and Curtis Street, in downtown Denver. The Cooper store had a large shelf to the right of its soda fountain, 5 feet long by 2 feet, which was kept there primarily as a place for "standee" customers to set their coffee and sandwiches, when the restaurant rail was crowded. This, it seemed to Baughman, was an ideal location for postage stamp vendors, inasmuch as the store is crowded at all hours of the day.

When he suggested this to the store owner, the latter was willing to experiment, and 3 machines were set up. All three immediately surpassed all records for sales per day on postage stamps and have become a permanent fixture in the drugstore ever since. Through methods closely following these, the Denver vending machine operator now has built up more than 100 active, profitable machines in the Denver downtown district, and has increased his inventory to more than 18 times its original worth.

Baughman divides his time between his postage stamp route and the Ideal Scales route, both of which mean many long miles of travelling daily. Helping him out on the routes is his son, who has learned the details of servicing both scales and stamp vending machines. All repair work, repainting and other mechanical work is carried out in the basement of the Baughman home.

"We will stick to vendors of this nature," the operator smiled. "I tried spotting ski-ball machines at a few localities in Denver, but have found that few location owners are willing to sacrifice that much space under current conditions. We have simply proven to ourselves that stamp machines and scales are steadily profitable."

WURLITZER "1250" \$995.00

48 Selection

"Designed and Priced for Today's Market"

CANADA'S Mail Order House

FEBRUARY, 1951

AMI MODEL "C" \$995.00

40 Selection

"King Pin of the Juke Boxes"

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Four Roses
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Shooting Star

\$99.00

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Monterrey

Humpty Dumpty Puddin' Head

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Lady Robin Hood

Majors '49

Many other games in various price fields — Write, Wire or Phone.

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Wico Thumper Bumpers.....\$3.95
Exhibit Explosion Bumpers.....\$3.95
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25 or 60 cycle Phonograph Motors.....\$24.95
Wurlitzer—Main Fibre Gears.....\$2.95
Permo Point Needles.....\$.41
Pfanastiel Needles.....\$.43
Replacement Plastics:
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Wurlitzer 3031.....\$49.50
Wurlitzer 3025—3 wire.....\$79.50

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Model 800.....\$350.00
Model 700.....\$295.00
Model 600.....\$250.00
Model 500.....\$225.00
Model 24.....\$195.00
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Wurlitzer.....\$295.00
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AMI.....\$175.00

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SMITH DISPLAYS ICE CREAM ROLL VENDER AT \$350

CHICAGO, Dec. 16. — Smith Enterprises, Peoria, Ill., held a two-day preview showing of its roll type ice cream vender at the LaSalle Hotel here this week (13-14), and announced April delivery at \$350 list price, f.o.b. Kansas City. The unit is being manufactured for Smith by The Vendo Company.

Charles C. Smith, president, said the 225 roll capacity machine, called the Smitty Vender, can be loaded in one minute. Stack loading of rolls permit fast stocking; there are no individual columns. Machine weighs 350 pounds.

Features include two-coin operation (either dime or two nickels), one year operation guarantee, handle in back of cabinet and casters to permit one-man installation. Packaging of ice cream rolls in sealed push-up packs eliminates meltage dangers, Smith said.

Manual delivery is effected by a handle on upper right side, front.

CANADIAN MOVIE HOUSES TO PUSH VENDING UNITS

See Big Push When Import Ruling Dropped January 1

VANCOUVER, Dec. 16.—Vancouver theatre executives are making plans for increased lobby room and a flood

of new vending machines after January 1 when the Canadian Government lifts the import ban on machines. Ban has been in effect since 1937.

Earl Hayter, superintendent of suburban houses for the Arthur Rank Odeon chain in British Columbia, states the current trend is to reduce seating capacity and enlarge the lobby to make room for further venders of merchandise. Several new designs, one a combination drink vender and popcorn dispenser, have hit the market since the import ban was slapped on Canadian imports.

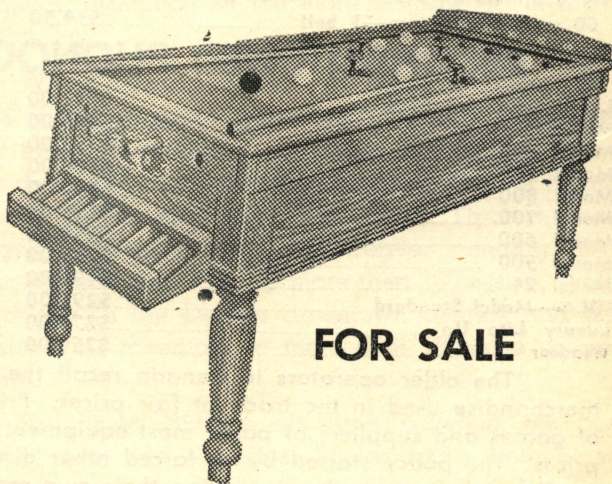
Frank Gow, B.C. superintendent for Paramount's Famous Players chain, has the same idea and is of the opinion that with new venders of the latest type, popcorn and other sales will boom to new highs.

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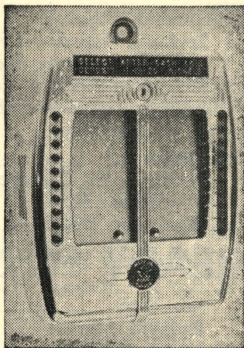
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328 packs in single columns—
444 packs with 4 double columns—
Large Storage Compartment.



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VEND-O-MATIC LIMITED

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Toronto, Ontario

Complete New Line of Wurlitzer Phonographs & Remote Equipment

AL SIEGEL INTRODUCES COMPLETE NEW LINE OF WURLITZER PHONOGRAPHS AND REMOTE EQUIPMENT

Operators Flock to View New Products at National Wurlitzer Days Distributor Showings

The Rudolph Wurlitzer Company, departing from its policy of the past several years, introduced to music operators a complete new line including two phonographs, a DeLuxe and Custom Model. In Miami, Florida, where he attended the Wurlitzer Day showings of the Bush Distribution Company, Ed Wurgler, general sales manager of the Wurlitzer phonograph division, said, "We know we have hit the jackpot this time. Never has there been such enthusiastic response from operators to a new line of phonographs and remote equipment. I have talked by phone with our distributors across the country and they all tell me that they have large backlogs of orders for the new Wurlitzers."

The new juke boxes, designated Models 1400 and 1450, are identical to each other with the exception of the external finish. On the 1400, called the DeLuxe by Wurlitzer, the cabinet is finished in beautifully grained walnut following the Wurlitzer tradition of warmth in wood. The 1450, to be known to the trade as the Custom, is finished in Textileather, a product new to the phonograph trade but long associated with the fine furniture field. The application of Textileather not only gives a tough, glamorous appearance to the phonograph, but is scuff proof, water proof and alcohol proof and impervious to changes in temperature and humidity. Through the use of Textileather, it is possible for the operator to offer a location a phonograph in the color finish which will most closely match the surroundings. The standard production finish on the 1450 is a rich grained mahogany but optional colors are blue, blonde, red and brown.

The appearance of the new Wurlitzer phonographs carries forward another step, the development of the visible dome over the changer mechanism. Constructed of plexiglas, in a welded steel frame, the transparent covering makes visible the record changer from three sides. This upper section is lighted with a soft, diffused glow from two hidden fluorescent fixtures which bring out the musical fantasy design incorporated in the back panel of the dome. In design, the new phonographs are ultra-modern in every respect. The selector panel is divided so that six program classifications may be used. The single push button selector, which has proven so popular in the past, is incorporated into the new panel. The single coin entry slot on the right hand side permits coins of 5-10-25c denomination. Below the selector panels, on each side of the phonographs, are plastic columns through which indirect lighting is projected from a color cylinder. The plastic columns are embossed in a diamond pattern and create a magical illusion of changing color. Between the pilasters and covering the large dynatone speaker is a "V" of rigidized metal with a silvery finish,

fronted by a nickelled grille of vertical modern design. The base of the phonographs is artistically sculptured wood, the luster finish of which is protected by stainless steel mop strips. The subdued lighting compliments the interior of any location in which the phonograph is placed.

Wurlitzer has retained its tested 48 selection mechanism and has added several features which make it even more attractive to the operator. In the main, among these new features, is a 30 second changeover which, with the movement of two small levers and the replacement of a slide out idler wheel, makes it possible to play 78, 33 $\frac{1}{3}$ or 45 RPM records without delay and without the use of tools. Thus it is possible for an operator to place this phonograph in a top location playing 45 RPM records and when he moves the phonograph to a secondary location, change it over to 78 RPM and rely, to a large extent, on his already existent record library in that speed.

The method of handling its records in the new phonographs follows the trend which Wurlitzer has developed through the years. Each disc is fully supported in a metal tray and is raised by the tone table to playing position. Two pickups, equipped with Zenith Cobra tone arms for the top and bottom sides of the records, are said to speed up the playing cycle and permit more plays in a specific period of time.

To assure the operator the most satisfactory programming and the greatest take from top tunes, Wurlitzer has enlarged the playmeter so that it will register up to 60 plays on each record. This is an unfailing guide to planning top profit programs.

"The Dynatone Sound System which we employed last year has been continued," said Wurgler, "with certain improvements. We have added considerably more bass to the tone and allow a wider range of adjustment through two tone control knobs in the amplifier. The amplifier and junction box have been built in a compact combination and leave more space inside the cabinet for auxiliary equipment. By adjusting the tone control knobs, the sound system can be set for perfect reproduction from any speed record—be it 78, 45 or 33 $\frac{1}{3}$ RPM."

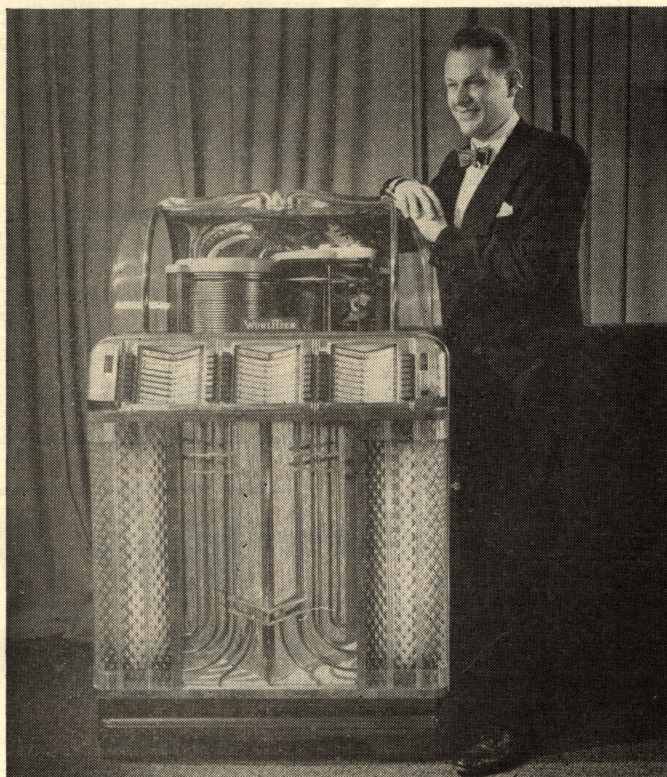
Through an ingenious design, it is possible to remove the entire dome on the Wurlitzer Model 1400 and 1450. When on location, the dome is hinged from either the front or back and may be opened either way for service. Should it be desirable to do so, both sets of hinges may be quickly released and the dome completely removed from the phonograph, giving complete accessibility to the record stack, the tone arms and the changer mechanism above the chassis shelf. The entire front section of the phonograph including the selector panel, side pilasters and the grille is a door which slides open, permitting access to the coin mechanism, the new double size cash box, the amplifier, the speaker, the amplifier controls and the lower section of the record changing mechanism. The rear panel is one piece and is removable. It includes twin hand holds to assist in lifting the phonograph. Above this panel is a steel channel which is removable by two

(Continued on Page 10)

"The Most Beautiful Yet"

SAYS

Vaughn Munroe



The New Wurlitzer 1450 seems to be offering music to the complete satisfaction of band leader. Vaughn Munroe. Introduced recently throughout Canada, the two new Wurlitzer Models 1400 and 1450 are said to have the truest fidelity of tone of any coin-operated phonograph yet produced.

Siegel Distributing Co. Ltd.

477 YONGE STREET

TORONTO, ONT.

New Wurlitzer Remote Equipment

screws. Once this piece has been taken off, the entire chassis may be rolled out on tracks. All of the electrical components are accessible through the rear of the phonograph and are equipped with Wurlitzer's quick detachable lock-ons which make it possible to remove and repair all major units with little more effort than it takes to push a plug in a socket. No bolts, screws or soldered connections to slow up servicing—permits unusual savings in service time.

New Speakers — New Wall Boxes

Wurlitzer's new line of remote includes two speakers which are an attractive deviation from the previous Wurlitzer line. The speakers are in two sizes — the Model 5110 being the 12" deluxe speaker and the Model 5100 housing the 8" speaker. Both speakers incorporate new, beautiful streamlining and are mounted on steel frames. The sides are of pleasing, pastel colored, rubber-base plastic which is shock resistant and will not crack or chip. Both incorporate a perforated nickelled metal grille which is tarnish and stain proof. The finish picks up and reflects light and has an unusual brilliance. Both speakers are provided with wall mounting brackets and a terminal strip on the back which permits connecting the voice coil direct to the phonograph or through a 500 ohm matching transformer.

The new Wurlitzer wall box has been designated Model 4851. It has a 5-10-25c coin opening and plays all 48 selections on the phonograph. It incorporates the tried and proven Wurlitzer wall box mechanism, has a mirror-finish nickelled case, red tenite push buttons and a colorful plexiglas cover in iridescent powder blue, silver and red. Its "see deep" decorations and lettering give it a three dimensional appearance. The program holder is illuminated and divided into two listings of 24 selections each. The listings are changed by simply turning a knob at the bottom of the case.

An unusual speaker-wall box combination has been provided by Wurlitzer with their offering of an adjustable wall plaque which combines either of the new speaker models and the new wall box into a single beautiful unit for installations remote from the phonograph. With this colorful plastic and steel pilaster, it is possible for operators to assemble their own wall box and speaker combination at an extremely low cost, using an inexpensive kit consisting of rubbed walnut mounting plaques for the wall box and speaker, and the adjustable pilaster for connecting the two mounted units. The overall can be adjusted from a minimum of 46" to a maximum of 57" to provide for specific location requirements.

"Although we are offering a complete line of new remote, the 1400 and 1450 phonographs will in no way obsolete the remote which we have previously built," stated Wurgler. "All prewar wall boxes can be used to play the first twenty-four tunes on the phonograph and several can be converted to play all 48. Any current Wurlitzer speakers may be used in conjunction with these phonographs. This is a very fortunate situation in view of the material shortages which are being experienced

within the industry, particularly in the shortage of cobalt, which must, of necessity, be used in speakers of the permanent magnet type. We are fortunate enough to be producing our new phonographs but quantity production of the new remote is still a problem. The 4820 wall box which was designed for use with the 1250, is equally adaptable to our new line."

In concluding his statement Wurgler said, "The design and engineering staffs at Wurlitzer have put a lot of thought and effort into our new line and have come up with something of which we can all be justly proud. The production departments have done an outstanding job in getting these phonographs ready so that we not only could have all the samples we needed for Wurlitzer Days, but could actually have phonographs in our distributors' hands to sell. We realize that prices are in a seemingly endless upward spiral but feel that even under these circumstances, we have produced phonographs that justify our claim that they have the right number of records, incorporate the best in workmanship, are eye-appealing in design and will make money for the operator. On this basis, we say—they are priced right in view of present market conditions."

New Equipments-Products

Frozen chocolate milk concentrate—six ounce cans—Beatrice Foods, Chicago.

Music Mite—ten-selection counter-model 45 r.p.m. — Williams Manufacturing Company, Chicago.

Nepcorn Popper—electronic popcorn machine—Nepcorn Poppers, Los Angeles.

Shuffleboard scoreboard — All-Plastic-Sun-Glo Shuffleboard Supplies, Belleville, N.J.

New Finance Plan Available

SINCE JANUARY 1st—1951

we are offering a New Finance Plan to
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ONE THIRD CASH

BALANCE IN 12 or 18 MONTHS

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VICTORY NOVELTY CO.

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MONTREAL

RISTAUCRAT TO BOW 45 SELECTIVE JUKE AT MOA CONVENTION

**Features 12 Tunes, Nickel Play;
More New Phonos Due Out Shortly**

APPLETON, Wis., Jan. 13. — Joe Cohen, president and general manager of Ristaucrat, this week revealed the firm will introduce a selective 45-r.p.m. phonograph during the Music Operators of America (MOA) convention at the Palmer House here on March 19-21 (see separate story). The new counter-model juke will feature 12 selections and will operate on straight nickel play as opposed to the two-for-a-nickel price featured on the firm's non-selective unit.

While the price of the selective model was not set as of this week, it was indicated it will be in competition with at least two other such units either already on the market—or skedded to come in the next few weeks.

The Ristaucrat selective machine has been completely redesigned, Cohen said, and operates mechanically rather than electrically, thus eliminating extra noise.

The new unit will be handled through a distributor network, Cohen said, and will be available following the MOA unveiling.

Cohen stressed the firm's non-selective unit will continue in production, and will also continue on the two-for-a-nickel play.

Other Action

With Williams Manufacturing already in the music

field with its Music Mite unit, and with Chicago Coin coming in the next week with its entry into the 45-r.p.m. juke picture, the music business seems headed for its most competitive year since the pre-World War II days.

SELL NEWSMAG THRU VENDERS

NEW YORK, Jan. 13.—"Quick," miniature newsweekly published by Cowles Magazines, Inc., is being sold through venders in two locations here as the first step in a comprehensive test to check consumer reaction. Further machine placements are planned in key cities across the country.

Machines are located in a supermarket and in a railroad terminal, with the latter available for patron use on an around-the-clock basis. An earlier location experiment, several months ago, was run to test mechanical functions of the vender.

Although distribution plans still have to be worked out, the feeling at Cowles is that the vender probably will not be an operator piece. Abner Sideman, circulation manager, explained that profit margins were too small to interest route owners. As a result, the units most likely will be placed near enough newstands so that newstand attendants can service them.

The vender is produced by Yeaton Manufacturing Company, Lawrence, Mass. The coin mechanism is fitted for dime operation, with the machine stocking a maximum of 100 copies of "Quick."

Leadership Represents Responsibility

—I realize this only too well . . . and I am now more determined than ever before, to serve my customers with the very best equipment on the market at all times. I take great pleasure in recommending three of the greatest money-makers in the history of coin-operated music.

(Signed) MARTY MOROSNICK

1. The Seeburg 100 Selection Phonograph.
2. The Williams Music-Mite Phonograph at \$345.00.
3. Selective Solotone Equipment.

Above equipment now in stock and available for immediate delivery.

Winnipeg Coin Machine Co.

277 Donald St.

WINNIPEG, MAN.

AL SIEGEL Proudly Presents

WURLITZERS'

Crowning Achievement

THE

"FOURTEEN HUNDRED"

- » Brilliant New Styling
- » Optional Colors
- » 30 Second Change-over
TO ANY SPEED RECORD!

- » Leather Colored Cabinet
- » COIN BANKING Mechanism
- » New Playmeter registers 60 plays per record



SEE IT

ADMIRE IT

BUY IT

ON DISPLAY AT--

HEAD OFFICE
477 YONGE STREET
TORONTO, ONT.

SIEGEL DISTRIBUTING CO. LTD.

EXCLUSIVE WURLITZER DISTRIBUTORS

FACTORY—NEWMARKET, ONT.
SALES AND SERVICE BRANCHES:
TORONTO, MONTREAL, VANCOUVER

Ontario Music Operators Association

STATEMENT OF

Revenue and Expenditures

For the Year ended — March 31st, 1950

REVENUE

Operators Assessments	\$3,376.00
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EXPENDITURE

Advertising	\$210.30
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Expense of Meeting	496.00
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Legal and Audit	274.00
-----------------	--------

General Expense	17.00
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Bank Charges	8.97
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Excess of Revenue over Expenditure for the year	2369.63
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	\$3,376.00
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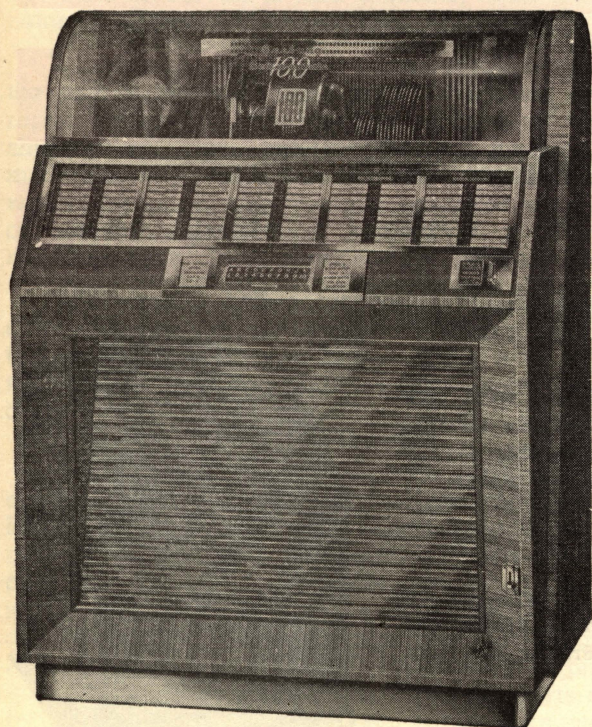
Prepared from information and explanations received

Aaron D. Howard, C.A.

md.

Ready For Shipment!

The New Seeburg **Select-o-matic**



Start the money rolling in with this
Potential Moneymaker!

CONTACT— *Western Canada Distributor*

VAN DUSEN BROS.

10147 - 112th St.

Edmonton, Alta

MAC LEVIN *Says*

"At this time of year you are thinking of expanding
your operation into other paying lines—

Drop in and see me or **Write** for our Prices on Equipment

Your Headquarters for--

Mini-Snooker ∴ Shoe Shine Machines

And a Full Line of Music and Pins

Regent Vending Machines Ltd.

779 BANK ST.

OTTAWA

MERCHANDISING MUSIC

DENVER DOINGS . . . One of the most energetic promotional programs in the music machine business is that undertaken by **Wolf Roberts**, operator, distributor, and president of the Colorado Music Guild. Because Roberts concentrates on doing things for the underprivileged, his program is one that constantly makes the headlines in Denver and through the State. His latest was to present a juke, with an ample record supply, to Denver's reformatory for girls. He also has given phonos and discs to orphan homes, old people's institutes, churches and youth clubs.

Another Denver promotion which has been doing much for the phono biz in that area is the "Record of the Week" program being conducted by Century Music Company. Each week the firm picks a tune by a name artist and places it on its phonos, asking the customers to identify it. Even though the tune may not be a topper, play is usually heavy on that number, Century execs report, and sometimes, because of this heavy play, the tune is built up to the hit class throughout the city. Then, of course, all ops benefit.

MORE CONTROL . . . Bringing up the subject of controls, not the kind referred to by the government, but record controls, is **W. L. Cook** of Palos Verdes, Calif. Cook says "it would be of considerable advantage to locations if records were cut to a uniform volume." The problem of volume control continues to pose many questions for ops, and at present it seems that ops are working out their own systems to keep locations happy.

DEALER REQUEST . . . While many dealers give operators far from satisfactory service, according to op reports, there are also a large group of firms which bend over backwards to see that operators get quick and efficient service on their needs. One such firm is **Stapf Music**, Philadelphia, which is constantly on the lookout for ways and means by which it can better this service. The company would like to see the disc manufacturers send out a list of their top 25 releases of each month so that ops could get a quick look at the list, listen to those of the 25 tunes they want to review, then make their orders.

MOUNTAINEIRE TELLS SHAVER TEST RESULTS

NEW YORK, Jan. 13. — With a 600-unit placement on location throughout this area, Mountaineer Inc., Springfield, Mass., has announced the first full-scale test of coin-operated electric shavers. J. B. Williams, president, said the shavers have been placed by established operators and newcomers. He states the average weekly earnings of \$7 to \$10 are reached in the best locations, such as truck stops, large tourist camps, highway service stations, bus and train depots and airports.

The Mountaineer unit, introduced as the Pitchford Electric Shaver by A. H. Pitchford Company, Pittsburgh, in March, 1949, lists for \$137.50. Recent improvements include a burglar alarm that is actuated should the shaver cord be severed, a solenoid-operated latch which permits the cabinet door to be opened only after a quarter has been deposited and an after-shave lotion dispensed for the single shave price. Unit operates for a 10-minute period.

OPERATORS!

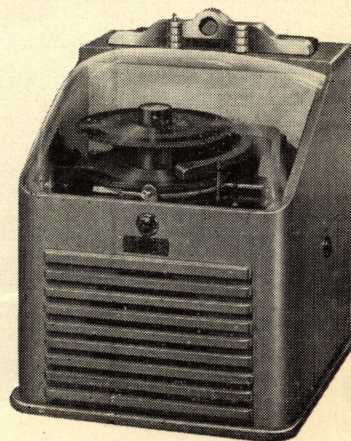
Here's the **ONLY Successful**

Music Box ever Designed

for the SMALL LOCATIONS

PLAYS 12-45 RPM RECORDS— restacks automatically. Unbreakable 45 R.P.M.'s outlast all others.

5c-2 FOR 5c PLAY— slug rejecting mechanism—separate cash drawer and key.



RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means **PROFITS** for YOU from the small locations. Precision engineered **RISTAUCRAT "45"** plays 12 45 R.P.M. records at one time, restacking them automatically. Compact, low cost, **RISTAUCRAT "45"** gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's **PRICED** at only a **FRACTION OF THE COST OF A LARGE JUKE BOX.**

IDEAL FOR RENTAL PURPOSES

SUPERB TONE — clear, tone is comparable to the most expensive phonographs made.

HANDSOME CABINET— hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

LIGHTWEIGHT— weighs only 30 lbs. Measures 12" wide, 12¾" deep, 16" high.

WALL SPEAKERS —one or two wall or bar speakers can be connected very quickly and easily.

PROFITABLE —low unit cost enables you to open dozens of small, profitable locations.

RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

USES PHOTO TO SELL OPERATORS CM SERVICE

DENVER, Dec. 16. — Probably the first coin machine distributor in this city's history to use photographs to sell operators on service is Jack Williams, head of the Capitol Sales Company.

Williams has specialized in bell machine repairs since the end of the war, along with a complete distributing-repair set-up for phonographs, amusement games and shuffleboard. Upon entering the bell machine field, he made a survey which took him into several states. Everywhere, he found, bell machine operators were distrustful of service organizations, remembering poor service, machines long out of service when needed, etc.

"We already had a worthwhile repair business on other coin-operated equipment," Williams said, "and determined to build up the bell machine work by not only telling operators, but showing them what we have to offer."

Pic Promotion

Williams' big shop is one of the most immaculate and efficient in the entire coin machine industry, and the Denver distributor is using photographs to let operators in remote areas see that it is such. Used chiefly for the purpose is the 1950-1951 catalogue which he issued a few months back. This, with a bright orange cover, points out "Colorado's Largest Jobbers and Distributors of Bell Machine Parts and Supplies." Inside are four professional quality photographs which show the slot parts room, slot repair department, rows of metal cabinets devoted to odd and hard-to-find bell machine parts and tools, plus the console repair department, newest addition to the line.

A caption beneath each picture indicates that the Capitol firm is well supplied with both factory trained mechanics and a huge inventory of new and used parts. Much stressed is the fact that orders on parts are filled and shipped the same day. Lastly, a slogan indicates "Others Talk About What They Have. These Pictures Show What We Have!"

Company Policy

Remaining pages include a letter from Williams to bell machine owners, playing up the necessity for good maintenance, a resume of company policy, order sheets, advertising copy, and finally, two more photos of the repair department. Sent out by the hundreds, these photo-filled catalogues have swamped the Capitol shop with bell machine repair work.

CHI PAY PHONES GO TO DIME OP

CHICAGO, Jan. 13. — After 50 years of holding the nickel line, Windy City pay phones went to a dime Thursday (11). Although the okay to convert to 10-cent operation was received by Illinois Bell Telephone Company December 4, with the Illinois Commerce authorization of the 100 per cent hike, the changeover was held up because of time needed to change coin-box equipment. A dime or two nickels may be used.

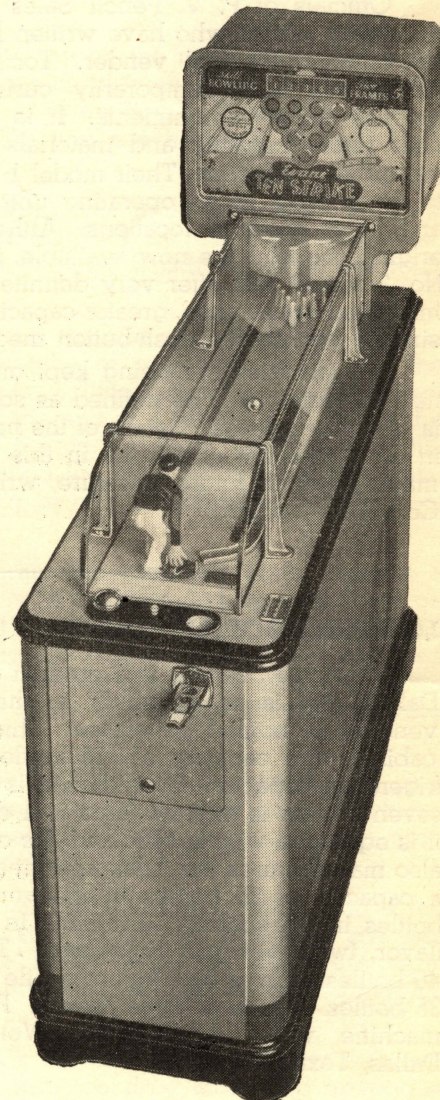
The coin-box change included 48,000 telephones in Chicago.

EVANS' 1951 TEN STRIKE

Original and
Still Greatest
of Bowling
Games!

As we predicted, TEN
STRIKE, the only au-
thentic Bowling Game,
has demonstrated its
popularity and is still
outliving the many
synthetic copies that
have been introduced
in the past decade!

REAL
BOWLING!
ALL
SKILL!



BETTER THAN EVER — EVERY WAY

NEW! High Dial Projector Scoring up to 150! IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play. PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play! REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

ORDER FROM YOUR DISTRIBUTOR
OR DIRECT

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

What's New?

NEW MODEL PENCIL VENDER

Officials of P. V. Pencil Sales Co. thank the many interested parties who have written for information on the new model 2 pencil vender. Tooling program on this model has been temporarily curtailed, due to recent defense order commitments. It is expected that in the near future capacity and materials will be available to permit its production. Their model 1 pencil vender proved to be popular as an operating unit in schools, colleges, and other types of locations. Although no more of the original model 1 are now available, it is believed the new No. 2 model will offer very definite advantages, such as improved appearance, greater capacity and in particular its simple, trouble-free push-button mechanism.

All inquiries are being kept on file and these, with new inquiries, will be notified as soon as the new model is ready for release. Details of the new model are covered in advertisement elsewhere in this issue. To get on the mailing list for future literature, write: P. V. Pencil Sales Co., Glenside, Pa.

LOW-PRICE BOTTLE VENDER

"Varietee" vender is a product of Atlas Metal Works, Dallas, and is an assembly in the low-price range for vending of bottled beverages. This is a horizontal type cabinet with capacity of 105 bottles. Also has extra refrigeration capacity. Construction is such that a choice of seven flavors is offered. This is a dry-bottle vender, and it is equipped with 5c, 10c and 25c changer. This concern also manufactures the Atlas upright automatic vender with a capacity of 80 bottles in the vending section and 58 bottles in pre-cooling. Available in three models, single flavor, two-flavor and triple-flavor. The dual model loads 40 bottles each of two flavors, while the triple flavor loads 35 bottles of each of three flavors. For literature on either machine write: Atlas Metal Works, P.O. Box 5208, Dallas, Texas.

NEW EQUIPMENT

Fuel vending station—coin-operated—F. B. Dickinson & Company, Des Moines.

Johnson automatic vending changer—interchangeable—Johnson Fare Box Company, Chicago.

Joker—five-ball—D. Gottlieb & Company, Chicago.

Masterpoint ice pick vender—Halsey Manufacturing Company, Inc., Evansville, Ind.

Model 30—portable food vender, milk—F. B. Dickinson & Company, Des Moines.

Model 40—portable food vender, ice cream—F. B. Dickinson & Company, Des Moines.

Punchy—five-ball—Chicago Coin Machine Company, Chicago.

Rag Mop—five-ball—Williams Manufacturing Company, Chicago.

VENDER TRUCK

The Colson vender truck, a portable one-man truck for operators, is a specially constructed adaptation of the former common platform hand truck, and made for safe handling of all types of vending equipment, such as candy, beverage, ice cream and cigarette venders as well as phonographs or games. Unit will wheel machine safely over curbs or rough floors, flat or upright. Has safety strap to protect both machine and handler. The truck is made and supplied by Colson Equipment & Supply Co., 1315 Willow St., Los Angeles 13, Calif.

SODASHOPPE CARBONATED VENDER

Sodashoppe is a new and distinct model in the line of beverage venders produced by Automatic Products Co. This model is a three-drink carbonated cup type vender. Operators will recognize from the specifications that while this machine is the smallest in size, it has largest capacity. It is only 27" wide and 24" deep in floor space, weighing only 530 pounds. It has a vending capacity of 1,000 cups, with an 1,800-drink syrup capacity. Construction of interior provides for economy in use of space. With all the various units of equipment within the cabinet, there is still room enough for an average-height person to sit comfortably.

Sodashoppe is an addition to the line, and will not supplant the popular Refresh-O-Mat unit, a machine outstanding in its field. Refresh-O-Mat is a non-carbonated vender for sale of milk, chocolate drinks, fruit juices or still drinks under refrigeration. This combination gives operators a choice of machines for various types of locations and products. Automatic Products also makes a cigarette vender. For literature write: Automatic Products Co., 250 West 57th St., New York 19, N.Y.

ffrrs LONDON

FULL FREQUENCY RANGE RECORDING

LONG PLAYING 33 1/3 R.P.M. & STANDARD 78 R.P.M.

McKAY RECORDS DISTRIBUTORS

119 Adelaide St. W.

TORONTO

M. J. Zimmerman, President

Millions From A Twist

Take An Old Invention, Switch It A Bit And You May
Make A Fortune

By LESTER DAVID

One scotch and soda proved to be a vital factor in helping the United States defeat Japan.

The incredible story, until now buried in official records, illustrates dramatically how a simple inventive twist—a little switch that nobody had thought of before—made a fabulous fortune and helped win a war.

When World War II broke out, the United States Air Force found that the B-29 couldn't fly higher than 28,000 feet because at higher altitudes the reduced pressure caused the gasoline in the tank to bubble. It could not be pumped through to the engines.

But the great superfortresses had to fly higher if they were to go into action. The experts tried everything but nothing would stop the ominous vapor lock. Then one day an aeronautical engineer was coming home on a train. In the club car he ordered a scotch and soda and absentmindedly stirred it with a swizzle-stick. The bubbles rose to the top and popped out and the engineer stared vacantly. Then suddenly the idea struck!

Why not put a swizzle-stick in the gas tank of a B-29? Why not a little spinner actuated by a motor inside the tank which would break the bubbles loose?

Next day he began work on a booster pump and before the year was out, every superfortress of the United States Air Force went into battle carrying a "swizzle-stick" in its gasoline tank.

There's a lesson in this story which inventors now plodding along the high road to fame and fortune can't afford to overlook. You don't have to come up with a revolutionary invention in order to make big money. Very frequently a little twist is the answer to a puzzle which has baffled the best scientific minds. Newer, easier and better ways of doing old things are the most avidly sought-after ideas in the field of invention today.

Claude Putnam, ex-president of the National Association of Manufacturers, whose 15,000 members produce 85 per cent of the nation's manufactured goods, told MI:

"Some of the most useful and biggest money-making ideas are so simple one wonders why they weren't discovered long before. Young inventors sometimes succeed where others have failed because their fresh approach enables them to see an easy, economical way of making a product which previously called for a complicated and costly process.

But how do you go about finding a million-dollar twist? Where are they hiding?

You can find many examples of twists in the history of inventions, but let's look at recent ones dreamed up by today's crop of Edisons and Marconis. The average Joe in ordinary circumstances, equipped with nothing more than a fertile brain and a desire to get something done, can and has dipped his fingers in gold today!

How did these bright people do it? Let's take a multi-million-dollar stroll through town. Get your hat and come along.

Okay, we're starting out on the main drag. See those parking meters into which drivers insert coins for the privilege of parking up to an hour? There has to be a meter for each car. Do you see a twist? Richard I. N. Weingart did.

"Why," thought Weingart, "must there be a separate meter for each automobile? Why can't someone—me, for instance—devise a machine which would do the work for the whole block?"

It was a challenging thought and Weingart went to work on it. After months of intensive work, see the result. It's a new meter, a little bigger than a fire alarm box, to be installed at the end of a block. And here's the switch—it can issue tickets for legal parking to 1,000 cars at a time, eliminating the need for rows of individual stanchions and thereby saving communities hundreds of thousands of dollars.

Here's how it works: the motorist parks, inserts a coin and gets a ticket with the date and time punched on it. He puts the ticket inside the window of his car and goes off. The meter can be rigged to allow any specified length of legal parking for any amount of money and can even be regulated to allow all-night parking in outlying areas.

But let's keep walking. We're still watching the cars for those jackpot inspirations. Many now have clutchless drives. What's a driver to do with the foot which ordinarily goes on the clutch?

The Curtman Company of Kalamazoo, Mich., did some thinking about it and came up with an arm-pedal arrangement attached to the brake pedal on clutchless cars. Advantages? Faster breaking as well as something for the left foot to do.

Looks like this walk is going to take longer than we thought, so let's hop into the drug store and telephone home that we'll be a bit late. We're speaking into the mouthpiece now. Did you ever consider how many respiratory diseases are transmitted by phone? If you use a phone right after someone who has a cold, chances are even you'll come down with a sniffler too. Can't something be done?

Something definitely could, thought Roy L. Lewis of Atlanta, Ga. He invented a "protecto germ trap," simply a plastic mouthpiece designed to hold a disc-shaped paper filter. Idea is to pull out the old filter and replace it with another just before using a strange phone. "You just throw the other fellow's germs away," explains Mr. Lewis.

Let's get on our way again. Look carefully at the women passing by. No—we're watching **hands!** Notice the unsightly bulges on fingers where the gloves have been drawn over rings. Bet the gals fume and fret over this. The rings, particularly if they have sharp stones,

(Continued on Page 20)

Millions From A Twist

pull the gloves out of shape and even tear them, not to mention the fact that lovely gems, which women love to show, are always hidden under gloves.

Does an inspiration dawn? It did for Tina Lazar, a beautiful, dark-haired former model of New York City. One day Miss Lazar noticed with irritation that a projecting ring had torn a brand-new pair of black gloves. But the stone gleamed so brightly against the dark background that she tore the glove some more. It looked elegant! She put button-hole slits on the backs of the glove fingers, crocheting around them with elastic thread so that the slits would close neatly and invisibly when there was no ring on the finger. Uncle Sam issued a patent to her and the offers came rolling in. People have been making gloves for centuries, but it took a pretty girl who had never invented anything before to give them a unique twist which may earn her a fortune.

We're on our way again. Now we're passing a bunch of kids who are playing in the street. Some of the most lucrative inventions of the past decade have been angled for the toddler set. Perhaps in no other field does the twist enter quite so importantly.

Look, for instance, at those little girls playing with their dolls. There are dolls that wet, dance a minuet, blow soap bubbles, cry real tears, sip liquids through a straw and say their prayers. You'd think that almost anything which can be done with a doll has already been created in someone's workshop, but you're reckoning without Elvy Kalep. She thought up an amazingly simple little switch which is captivating kids all over the country.

No matter how a child dresses a doll, Miss Kalep reasoned, she cannot change the face it had when it was bought. Little girls get tired of seeing the same expression on their dolls' faces. They demand new ones and that means extra expense for Pop. So Miss Kalep came up with her idea for a faceless doll!

She calls it Scribbles and it's made of vinyl plastic throughout. Scribbles comes in a variety of costumes but with an utterly blank face. The twist? She provides crayons and tissues with each doll and the child or parent can draw a new face anytime. The crayon marks can be removed from the plastic as easily as chalk from a blackboard.

Now peek into the backyard over there. See those children engrossed in a game of cards? No, it's not poker—not even canasta. They're having a grand time and learning things, too, with their new Ed-U-Cards. And that brings up the story of another twist.

Irving Brambier, a Brooklyn advertising man, once noticed his three children trying to puzzle out a game of casino. It's an easy game, of course, but it still wasn't for the kids. Idea: why not invent a card game specifically for children?

Brambier spent his evenings puzzling out the thought and in a short time he produced a deck of alphabetical cards and another one with fairy tales. He sank a couple of thousand dollars into a manufacturing venture and today he's producing 200,000 decks a month, not nearly enough for the demand. There are all kinds of games, including cowboys-and-Indians, baseball, numerical ones and a number of nursery stories. The cards are in great demand at such institutions as the Lexington School for

the Deaf and many teachers' colleges. A twist gave Brambier a big business.

We're still kiddie-conscious. How about that gang of 'em in the park? They're having themselves a time with a toy which is rapidly becoming the hottest fad since the yo-yo. It's a twist, of course—a twist on the boomerang. Roger Hamilton of Rutherford, N.J., the inventor, calls it the Zoomerang and it's only a plastic compound coiled around a wooden handle which, when hurled with a casting motion, always comes back to the owner. The toy provides a bushel of fun for the youngsters and, incidentally, a bushelful of greenbacks for young Mr. Hamilton.

Let's stop here for a while, next to that group of mothers sunning their babies in carriages. Oops, we fell over another big idea. That is, young Marion Donovan did. She's the mother of three children in Sagutuck, Conn., and she very literally twisted a piece of cloth into a tidy little jackpot.

Whenever Mrs. D's youngest tot heralded the dawn with a wail for breakfast, his mother generally found him sopping—baby, pyjamas and bed clothes. The rubber pants he wore over his diapers never worked very well. Mrs. Donovan, tired of incessant dampness, decided to make her own diaper cover. She cut a piece from the waterproof shower curtain, then twisted and folded it until she had one that could be changed in a twinkling and which was completely seep-proof. She called it the Boater, and went into business and now runs a thriving enterprise directly from her home.

Well, we'd better be heading home. Looks like we're going to get caught in a sudden shower. Gotta make a dash for the nearest doorway until it lets up.

And that's exactly what happened to Robert Burgess and his wife, Jane, when they went shopping in their home town of Gary, Ind., and got caught in a downpour. Why, thought Bob and Jane, couldn't they make some kind of throwaway umbrella to be sold from vending machines at department stores, depots, movie houses and the like? Just a paper thing for emergencies, something to be used only once, but enough to keep people dry until they got home?

It took them a whole year, at the end of which they had perfected a neat packet of accordion-pleated waterproof paper, 16½ inches long, and a wooden rod, 19 inches long. The paper could be unfolded into a circle and the rod inserted into a metal holder. Result: a Papersol. There are still technical problems to be solved in the vending but when they are ironed out Bob and Jane Burgess will remember that rainstorm as a golden shower from heaven.

Well, we're back home now. Convinced that the ideas for twists can be found anywhere and everywhere? Well, what are some of the standard inventions which can stand improving? Keep your eyes open as we take another stroll—only this time it will be through your own home.

Start at the kitchen because that's where so many products of the inventive mind today are angled. There's the potato peeler. Through the years dozens of different gadgets have been devised to ease the peeling of the

(Over To 21)

STAMP, RAZOR BLADE UNIT BY FEDERAL CORP.

LOS ANGELES, Jan. 13. — Federal Dispenser Corporation has announced production of a combination indoor-outdoor stamp vender and a "two in one" stamp-razor blade dispenser, both listing at \$39.75 each. Called the New Victory model, same size cabinet is used for both units, and is 19 inches high, 7 inches wide and 4 inches deep.

The stamp vender, of the folder type, is available in a single two-coin model, offering air mail, 3-cent and 1-cent stamps in 5 and 10-cent combinations through two chutes. The combination razor blade-stamp unit comes as a straight dime operated machine. Blade compartment dispenses Gillette Thin blades.

Firm, located at 6305 Yucca Street, guarantees both models against material defects for one year. Federal Dispenser is a successor to the former producer, the Field Company, same address.

METER MATTERS

Recommended Units:

PALM BEACH, Fla., Jan. 13. — Installation of 600 parking meters and acquisition of land for metered off-street parking lots, costing \$350,000 to \$500,000, was advocated Friday (5) in a planning committee report to the Palm Beach Civic Association.

In its first meeting of the season the association, which includes many of the resort's wealthy home owners, approved that and other recommendations for presentation at a mass meeting called by the town council for January 10 to discuss a proposed improvement bond issue.

MILLIONS FROM A TWIST

lowly spud; but the really perfect instrument hasn't come to light yet. Have you got it?

How about the can opener? There are some honeys on the market but even they can stand a new twist. Look at the pots and pans—have you got any ideas on how they can be made more serviceable? Can the refrigerator be improved? Any ideas on the toaster, broiler, electric waffle iron, napkin holder?

Almost everything you see in your own home can be improved upon—everything can be twisted to create a newer, simpler product. That holds true for industry, too. Fred C. Crawford, president of the Thompson Products Company of Cleveland, tells how a little twist solved a 40-year problem. For that many years his firm had been spending a million dollars each year trying to make a better valve for automobiles. But the valves, constantly exposed to flame, always burned.

Then one day an engineer said: "Let's try a new approach. Valves burn because they stick open. When the stopper in a bottle sticks, what do you do? Twist it! So let's twist the valve."

The company made a tiny gadget on a string. Every time the valve popped it got a little twist. This new approach solved the problem once and for all. Literally, a twist did it.

So, if you've got an inventive mind and an observant eye, maybe you can do it, too. Keep constantly on the alert for twists and you'll never be caught asleep at the million-dollar switch!

SHOW WILLIAMS JUKE; CORRECT PRICE STUMBLE

CHICAGO, Dec. 16. — Sample units of the new Williams' juke box, Music Mite, have been shipped to distributors, Sam Stern, vice-president, disclosed here this week, and at least two outlets have already introduced the 10-record machine to operators in their territories. Showings were held this past week by Scott-Crosse in Philadelphia and by Trimount in Boston.

At the same time, Stern declared a misunderstanding led to the release of inaccurate information as to the phonograph's selling price. The music machine will be offered at "less than \$250," rather than at "under \$200," as reported a week ago (The Billboard, December 16). Delivery of the selective 45-r.p.m. juke will begin in January, he added.

METERS AID DIMES DRIVE

MONTGOMERY, Ala., Jan. 13. — Parking meters play an important part in the local **March of Dimes** drive launched this week. During a two-week period city will allow the meters to be used as receptacles for campaign donations.

Persons wishing to contribute through the meters may deposit a dime. This will not interfere with regular parking fees as the dimes do not register on the meters.

NEW CABLE TACKER

Here is a new cable tacker especially designed for use by service men and shop men for tacking cable and wiring. It is particularly desirable on the route for tacking cable on phonograph installations. Radio and sound men also find it handy for installation work. Manufacturers of phonographs and games, as well as vending machine manufacturers who use wiring in their machines, find it a high-speed, low-cost tool.

This tacker features concave center guides that instantly center both small and large cables, and it securely and neatly anchors cables without damage to insulation. This tacker handles staples in three different lengths— $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{16}$ "—and the amount of pressure applied to the tacker governs the depth to which staples are driven. The tacker will handle from single conductor cables up to 30-wire multi-conductor cables of half-inch OD. Practically all inter-communication, remote wall box and speaker cables fall within its scope. Test operations in the field show savings in time up to 50 per cent. The tacker itself is a Bostitch stapler fabricated by Phillips engineers to their own specifications. Further information sent on request. Write: Phillips Manufacturing Co., 2816 Aldrich Ave., South Minneapolis 8, Minn.

REGINA, Sask., Jan. 13. — Canada's 12-sided nickels were too much for Regina's off-street parking meters, which have U.S.-made mechanisms. New mechanisms had to be ordered for the 19 meters now being used on a trial basis. Meters take from 5 to 25 cents for one to five hours parking. Eighteen smaller meters, fitted to take from 1 to 5 cents, have had no trouble with the nickels.

REVELSTOKE, B.C., Jan. 13. — Parking meters, the cause of controversy since their installation last July, will be removed as soon as the trial period is up in June. In a plebiscite, 637 voters favored their removal, while 133 asked their retention.

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